

**PROGRAMME SPECIFICATION
(Undergraduate)**



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University (London Campus)
3	Final Award	BSc Honours
4	Programme Title	International Marketing and Management
5	UCAS/Programme Code	N5N2 N5N3 (with placement) N5N4 (with study abroad)
6	Programme Accreditation	Chartered Institute of Marketing (CIM)
7	QAA Subject Benchmark(s)	Business and Management
8	FHEQ Level	Level 6
9	Last updated	July 2021

10 Programme Aims

In accordance with QAA guidelines the overall educational aims of the programme are:

- To study organisations, their management and the changing external environment in which they operate. Organisations include a wide range of different types, e.g. private, public and not-for-profit, service and manufacturing together with a variety of sizes and structures.
- To prepare students for a career in international marketing and/or management.
- To enhance lifelong learning skills and personal development to contribute to society at large.

Specifically, this programmes aims are:

- 1 To provide for the students on the programme a supportive and stimulating learning environment within the context of a social science faculty.
- 2 To offer students a broad, coherent, balanced and comprehensive portfolio of modules, appropriate to a first degree level, covering the main disciplines of international marketing and of international management. These modules will be relevant to understanding the role and problems of organisations in a global context in order to equip graduates for a successful career in international marketing and/or international management, or in the further study of international marketing/ international management, or in other careers where the degree will provide a general educational preparation.
- 3 To increasingly reflect the output of original research as students progress through the degree programme.
- 4 To expose students to a variety of teaching and learning experiences, including lectures, tutorials, case analysis, consultancy, entrepreneurial start-ups and projects.
- 5 To develop students' transferable skills including: numeracy, literacy, report writing skills, personal and interpersonal skills, presentation skills, leadership, group working skills, entrepreneurship, creativity and an appreciation of working in a multicultural environment.
- 6 To enable students effectively to gather data, both qualitative and quantitative, through primary research and secondary sources, such as the databases, libraries, internet, etc.
- 7 To develop students' analytical and critical abilities in dealing with business concepts and practices.

<p>8 To facilitate students in acquiring a work placement that will provide an opportunity for the skills and understanding acquired during Stages 1 and 2 to be applied to actual problem situations in a business environment.</p> <p>9 To produce highly marketable graduates who can contribute immediately to an employing organisation through their application of the knowledge and practical skills gained on the programme which are grounded firmly upon a sound conceptual base and an understanding of relevant institutional frameworks.</p> <p>10 To provide a qualification which fully meets the learning outcomes at Level 6 in the FHEQ and complies with prevailing University policies and QAA codes of practice.</p>
<p>11 Learning Outcomes</p> <p>The learning outcomes have references to the benchmark statements for General Business and Management. This programme provides opportunities for students to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories in their subject area, and combines theory with the application of skills to generate solutions in their discipline.</p>
<p>Knowledge and Understanding</p>
<p>On completing the programme students should demonstrate:</p> <p>A1. Knowledge and understanding of core business areas (marketing, management, quantitative and research methods, organisational behaviour, consumer behaviour, human resource management, operations management, creativity and innovation) as subjects of academic study and as practical activities.</p> <p>A2. Focused knowledge and understanding of the marketing and management discipline within the broader business context.</p> <p>A3. Detailed understanding of the issues and problems appropriate to marketing and management.</p> <p>A4. How to evaluate critically ideas, concepts and practices related to marketing and management and how to apply them in case studies and real-life projects.</p> <p>A5. Knowledge of business environments, appreciation and understanding of how socio-cultural differences across different countries affect the application of marketing and management theories and practice.</p> <p>A6. Through optional modules knowledge and understanding of specialist areas within marketing, business and management.</p> <p>A7. The ability to identify ethical issues and make recommendations for appropriate courses of action.</p>
<p>Teaching and Learning Methods</p>
<p>The primary means of imparting knowledge and understanding is through lectures and seminars which guide students towards independent reading and enable students to check their learning through group discussions and problem solving/practice (A1-A4). Students are facilitated to read high quality research articles, take part in student-centred projects, business games, real-life entrepreneurial start-ups and analysis of case studies during their progression over the three stages (A2-A4). The work placement is also an important vehicle for relating theory to practice (A2).</p>
<p>Assessment Strategy</p>
<p>Knowledge and understanding are assessed by MCQs, unseen written exams, essays, business reports, case studies, oral presentations, research/ business consultancy projects.</p>
<p>Intellectual Skills</p>
<p>On completing the programme students should be able to:</p> <p>B1. Solve problems within the context of business, management and marketing.</p> <p>B2. Gather, synthesise and evaluate information.</p>

- B3. Undertake independent critical analysis.
- B4. Use quantitative skills required for managing in a business environment.

Teaching and Learning Methods

Intellectual skills are in the first instance developed by encouraging students to prepare and give presentations at seminars and in lectures relating to particular marketing and business problems. Students have the opportunity to practice through student-centred project work and analysis of current research in seminars and tutorials. Students are expected to further develop cognitive skills while on placement.

Assessment Strategy

Intellectual skills are assessed by essays/reports, projects and unseen examinations.

Practical Skills

On completing the programme students should be able to:

- C1. Identify, locate and retrieve business management materials in paper and electronic form.
- C2. Apply knowledge to practical situations.
- C3. Orally present information.
- C4. Produce business reports.
- C5. Undertake independent qualitative/quantitative research using an appropriate range of methodologies.

Teaching and Learning Methods

Practical skills are achieved via lectures where the theory is demonstrated and then followed up in assessments based on experiential learning. These sessions are essential to enable students to practice and master the requisite quantitative and analytical skills. The work placement also provides the opportunity to demonstrate and use practical skills.

Assessment Strategy

Assessments based around experiential learning: students manage projects in Research Methods for Business and Marketing, Digital Business, Direct & Digital Marketing, and NUL Consultancy Project.

Transferable/Key Skills

On completing the programme students should be able to demonstrate:

- D1. Use appropriate verbal/written communication to convey information to a particular audience tailored in content, style and presentation to the needs of their intended audience.
- D2. Demonstrate numeracy by applying the computational techniques and interpreting or critically evaluating the results within a business setting.
- D3. Use Information technology.
- D4. Work within a team contributing appropriately and effectively towards the team based activity.
- D5. Manage time and prioritise tasks.
- D6. Carry on their independent learning and take responsibility for their own personal and professional development.

Teaching and Learning Methods

These are introduced to students through sessions in induction and within modules. IT and numeracy are delivered as specific modules (D1). Oral communications are developed specifically in seminars and through presentations (D3). Team working skills are seen as an essential part of students learning on management programmes and these are developed through group based activities both inside and outside seminar times (D2). Students develop their time management skills through time constrained activities in class and through set work for seminars (D5-D6). Business games, entrepreneurial start-ups and consultancy work allow students to develop initiative and adaptability (D4). All transferable skills will be utilised during the placement year.

Assessment Strategy

Assessments based around practical reports, consultancy reports, computer assessments and written examinations.

12 Programme Curriculum, Structure and Features

Basic structure of the programme

Duration of the course: The programme is studied over three or four years on a full-time basis. This consists of 30 weeks attendance per annum.

Stages: Each stage of the course requires students to study modules with a credit value of 120. A 10 credit module consists of 100 hours of student effort, covering lectures, seminars, private study, completion of coursework and revision. Modules can vary in size from 20 to 40 credits.

Stage 1 provides students with a foundation in the disciplines of marketing and management, including introduction to marketing, introduction to management and organisation, understanding business growth, digital business, quantitative methods for international business management, academic and professional skills in marketing, and ethics in marketing, critical consumption, and corporate social responsibility. All modules at Stage 1 are compulsory and core.

Stage 2 focuses on the business operations and systems of organisations, including global perspectives in managing people and organisations, operations management, global strategic marketing, consumer behaviour, and research methods for business and marketing. In addition, students take one specialised compulsory module in marketing communications namely, integrated and digital marketing communications. There are 100 credits of core/ compulsory modules and 20 credits of compulsory modules at Stage 2.

Stage 3 has 120 credits of compulsory modules in management and creativity, design and innovation, business information systems, direct and digital marketing and global advertising and brand promotion. Students have a choice between 40 credits of research-based modules. Students can select either a NUL Dissertation or an NUL Consultancy Project. These modules allow students to further develop their independent learning and research skills, as well as team working skills. There are 80 credits of core/ compulsory modules and 40 credits of compulsory modules at Stage 3.

Intercalating year (4 year programme versions only – N5N3 (with placement) and N5N4 (with study abroad))

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year in a placement with an approved organisation (N5N3). Permission to undertake a placement is subject to the approval of the Degree Programme Director. In order to progress to Stage 3, students must pass both placement modules. Students who fail either module will be required to transfer to stage 3 of N5N2.

Candidates also have the opportunity to take part in the Erasmus exchange scheme which involves a period of study and/or work placement in a European country (N5N4).

Key features of the programme (including what makes the programme distinctive)

This degree has been approved and accredited by the [Chartered Institute of Marketing \(CIM\)](#) and meets the qualification entry criterion for the CIM's [Chartered Postgraduate Diploma in Marketing](#).

Programme regulations (link to on-line version)

[N5N2 Programme Regulations 21-22](#)

13 Support for Student Learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

14 Methods for evaluating and improving the quality and standards of teaching and learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

Accreditation reports

None.

Additional mechanisms

None.

15 Regulation of assessment

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/undergraduate/degrees/#subject>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.